

Taking and Use of Photographic and Recorded Images³ of Young People⁴



The purpose of this guidance is NOT to prevent parents or other spectators being able to take legitimate photographs or recorded images.

Use of recorded images can also be a valuable coaching aid. However, hockey is committed to providing a safe environment for young people under the age of 18. Included in this commitment is ensuring that all necessary steps are taken to protect young people from the inappropriate use of their images in resources and media publications, on the internet, and elsewhere.

Photographic and recorded images can be used as a means of identifying children and young people if accompanied by personal information, such as where they live and their interests; For example, *"This is X who is a member of Anywhere Hockey Club, likes Westlife and supports Manchester United"*. Inclusion of such personal information has the potential to make a young person vulnerable to individuals seeking to 'groom' young people for abuse.

Additionally, images can be used or adapted for inappropriate use. There is evidence of adapted sporting images being used on websites displaying images of child abuse.

When assessing the potential risks in the use of images of players, the most important factor is the potential for inappropriate use of images of young people. Awareness of the potential risks, and taking appropriate steps, can reduce the potential for misuse of images. By adopting the points highlighted in these guidelines, you will be putting into place the best possible practice to protect young people wherever and whenever photographs and recorded images are taken and stored.

These guidelines cover the following key areas:

- ▶ the taking and/or publishing of photographic and recorded images of young people
- ▶ the use of photographic or recorded image equipment at hockey events
- ▶ the use of photographic or recorded image equipment as a coaching aid.

Implementing the Policy on taking and use of photographic and recorded images:

Clubs should adopt a policy on the Taking and Use of Photographic or Recorded Images of Young People and abide by its principles.

Taking and/or Publishing of Photographic and Recorded Images of Young People

- ▶ Written consent to take and use images should be obtained from the player and parents/legal guardians. This ensures that they are aware of the way the image is intended to be used to represent the sport. It is acceptable to use one consent form for all the club's activities, rather than consent for each match or competition, etc. A consent form is given in template 8.
- ▶ If the player is named, for example in a match report, avoid using their photograph in a way that enables the image and name to be linked.

- ▶ If a photograph is used, avoid naming the player in any accompanying caption.
- ▶ NEVER publish personal details (e-mail addresses, telephone numbers, addresses or other information relating to the location) of a young person.
- ▶ Only use images of players in suitable dress to reduce the risk of inappropriate use.
- ▶ Try to focus on the activity rather than a particular young person and where possible use photographs that represent the broad range of young people taking part in hockey. This might include:
 - ▷ boys and girls
 - ▷ ethnic minority communities
 - ▷ young people with disabilities
- ▶ Ensure that images reflect positive aspects of young people's involvement in hockey.
- ▶ The simultaneous streaming of images onto a website is not recommended. Delayed streaming also provides the opportunity for editing of inappropriate clips. In particular, this can guard against the possibility of a image of a young person subject to legal restrictions appearing on a website.
- ▶ All access to images should be restricted. It is recommended that where images are acquired for distribution, including commercially, access to them is by individual registration. Open access to images on a website should never be available.
- ▶ Reasonable measures should be taken to ensure that the information stored is secured against malicious access, either internal or external e.g. hackers or malicious code.
- ▶ Any concerns regarding inappropriate taking or publishing of photographic or recorded images must be reported to the Club Welfare Officer.

Use of Photographic Or Record Image Equipment At Hockey Events:

There is evidence that certain individuals will visit sporting events to take inappropriate photographs or recorded images of young people. All clubs should, therefore, be vigilant about this possibility.

- ▶ Written consent should be obtained from the player and parents/carers to take and use images.
- ▶ To deter inappropriate individuals attending events, it is recommended that a registration system is used for individuals wishing to take photographic or recorded images.
- ▶ Parents and spectators. If a parent wishes to take photos or record an event they must be asked to register at the event. See Template 9 for registration form.
- ▶ Issue the registered photographer with clear identification that must be worn at all times. This serves to highlight those who have accreditation. It is advisable to ensure that where regular events occur, the identifying label is changed to prevent unofficial replication.
- ▶ Public information. The specific details concerning photographic/video and filming equipment should, where possible, be published prominently in event programmes and

must be announced over the public address system prior to the start of the event. In addition, or where a public address system is not in use, it is recommended that notices regarding the event's photography registration policy are displayed prominently.

Sample recommended wording is:

In line with the recommendation in the organisation's Policy on Safeguarding and Protecting Young People in Hockey, the promoters of this event request that any person wishing to take photographic or recorded images should register their details with staff at the spectator entry desk before carrying out any such activity. The promoter reserves the right to challenge and report anyone they deem to be taking inappropriate images.

If using a professional photographer or inviting the press:

- ▶ provide a clear brief about what is considered appropriate, in terms of picture content and their behaviour around the players
- ▶ inform players and their parents that a photographer will be at the event and ensure that:
 - ▷ they are aware that the photographer will be wearing identification
 - ▷ that you receive their consent to both the taking and publication of photographs

Do not:

- ▶ allow unsupervised one-to-one photo sessions at events
- ▶ allow photo sessions outside of the event or at the player's home.

If someone is taking photos or recording images without permission:

- ▶ ask the individual who they are and why they are taking photos/recording images without permission
- ▶ any concerns during an event should be reported to the Club Welfare Officer

Use of photographic or recorded image equipment as a coaching aid:

- ▶ written consent should be obtained from the player and parents/legal guardians to take and use images
- ▶ players and their parents/carers should be aware that this is part of the coaching programme and clear of the purpose of filming as a coaching aid.

References:

Template 4: Club/Association Policy on the Taking and Use of Photographic and Recorded Images of Young People

Template 8: Club/Association Consent Form for the Taking and Use of Photographic and Recorded Images of Young People

Template 9: Club/Association Registration Form for the Use of Photographic or Recorded Image Equipment at Hockey Events

³ This includes images or recorded images using a camera, digital camera, video recorder, mobile phone or Personal Digital Assistant devices (PDA)

⁴ Young people is used to define any child or young person under 18 years of age throughout all child protection policies, procedures and documentation

